

LONDON SHOP CENTER AT BACK DOOR OF GOTHAM'S BIG FLATS

Madison Avenue Now a Vista of Smart Retail Stores Which Supply Needs of Wealthy Apartment Colony in Park Avenue and Fifth Avenue Residential Section-- In Spite of Trade Invasion Many Dwellers Still Cling to Quarters on Thoroughfare, Which Has Decided English Flavor

By FLORENCE E. HAVILAND.

There are so many points of view from which to approach the picturesque vista of Madison avenue that one may as well choose a simple and intimate one as a beginning.

So it is interesting to note that among the most evidences of the growth of business and financial enterprise in this section of the city one still can find human dwelling places. Many of them are over shops.

The residential restrictions of the Murray Hill district have not sufficed to keep the commission business of the lower avenue at a very great distance. Indeed it dovetails into the straggling line of the old covenant, and between the restrictions connected with the Murray Hill zone property and the residence and church property restrictions much fur-

avenue as an exclusive residential section, and the constant filtering through of these patrons of smart retail trade from Park avenue to Fifth, the prosperity of the section is inevitable. The widening of Manhattan avenue has been an important factor too. Abercrombie & Fitch and Brooks Brothers, are retail tradespeople and they manifest indications that large concerns find the area suitable and profitable.

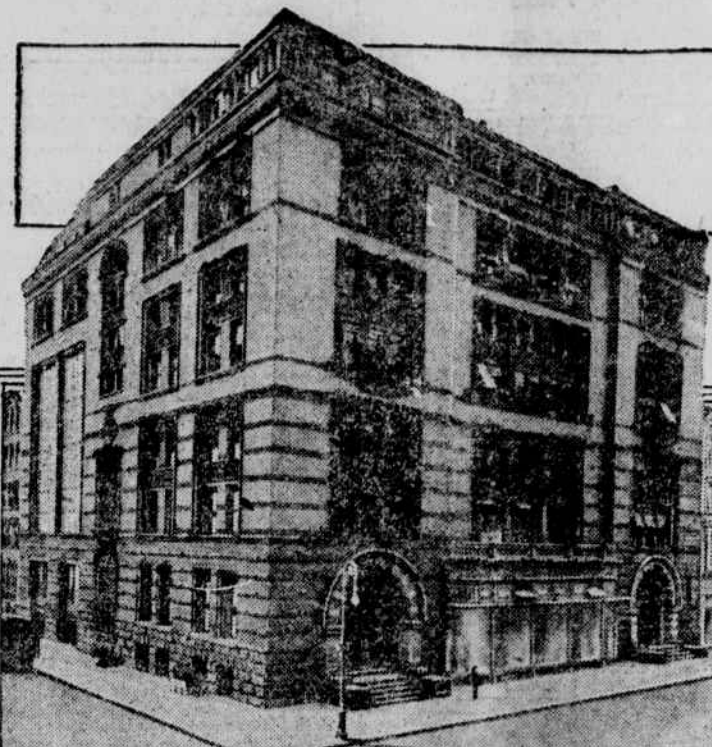
Frank Conover, president of the Tiffany Studios, tells an interesting story of pioneering on Madison avenue.

"The Tiffany Studios," said Mr. Conover, "were originally located at Thirty-fourth street and Fourth avenue. When the decision to move to Madison avenue and Park-fifth street was made, it was considered by many ridiculous—a decision to move deliberately out of the zone of retail business. What business enter-

use of the uptown office buildings, which are convenient to the station. The silk, textile and cloak and suit trades are uptown, largely, and the jewelers are leaving Madison Lane to open retail shops uptown. Altogether this section is well established now as an important banking center.

Opposite the National City Company in this key position the Liggett Building towers upward where the old Milbank two story taxpayer used to be. Both are indicative, together with other tall, closely crowding buildings, of the changed physical aspect of the whole locality.

It is still possible none the less to take a friendly and intimate journey north, west of this forest of skyscrapers and into the region of small shops. And doing so takes us back again to our comfortable notion of London in New



OLD TIFFANY STUDIOS at the NORTHEAST CORNER of MADISON AVENUE and 45th STREET, PIONEERS in the MADISON AVENUE SHOPPING DISTRICT



SHOPS ON the MADISON AVENUE FRONTAGE of the BIG PATERNO APARTMENT HOUSE at 270 PARK AVENUE.

York. Some shops are like fat burghers with gold chains about their necks and some like people with market baskets at their elbows. They all look across at each other with their shining window faces, as though in perpetual attendance at some jolly fair. Steering around over and above them are the dwellers in our London who might go elsewhere but remain, fascinated.

Now, as to the inhabitants of our money building. The central auditorium has been used for the classic dancing of Helen Moller, and is still a studio of dancing under the direction of Miss O'Neill. Flanking the auditorium and central stairs, coming out square and true with the line of the pavement, are two stores of shops, all set with offerings for the daily buyer.

So, if the mind is staggered by the enormous enterprises that make at the core of this Madison avenue section a city within a city, it is possible to find innumerable jolly shops full of attractive merchandise where one can buy while remembering that teatime at the

price was adjacent to this section of Madison avenue at that time? Absolutely none at all. Park avenue was a waste swept by the smoke of the New York Central and New Haven railroads. The brownstone front was the type of building most numerous in the vicinity.

"The Tiffany Studios bought the building that had housed the Knickerbocker Athletic Club, an organization that fell to pieces when a famous murder occurred there, uncovering unavowed scandals. In 1905 alterations were completed on the building and the Tiffany studios moved in.

"Then came the electrification of the railroad, the development of Park avenue, the steady influx of small art and antique shops and other businesses into the section became a city within a city, having its art and commerce, its residential section, and finally its financial and banking interests. For the banks and trust companies began to see clients and now their cash disbursements here are said to be enormous."

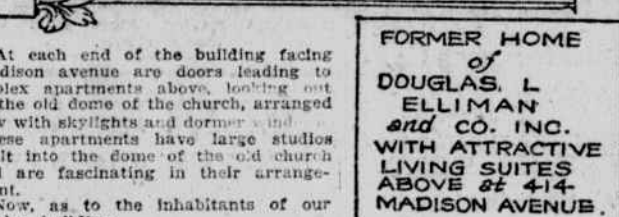
In 1915 the Tiffany studios sold the site at Forty-fifth street and Madison avenue. The property had quadrupled in value. On that site to-day is a towering structure, the Equitable Trust Building. When far sighted authorities on property values, and similar authorities on the subject of retail trade have made statements, it is interesting also to hear the bankers point of view. The National City Company, in the building formerly the Hotel Wellington, and then the Manhattan Hotel, is in a position to form, with the Liggett Building across the way, a sort of gateway to the very heart of this Madison avenue city.

Thomas A. Reynolds, vice-president of the National City Company, had a few words to say on the subject of banking in this section, although it was the middle of a busy morning. He indicated that several factors made the location important to the bank. One was the position of the Grand Central Station. All big national businesses increasingly have offices in New York. The executive offices have moved their downtown section is crowded, and the tendency is for such concerns to make

OLD SYNAGOGUE at 746 MADISON AVENUE CONVERTED into STORES and DUPLEX APARTMENTS, NOW FULLY OCCUPIED



FORMER HOME of DOUGLAS L. ELLIMAN and CO. INC. with ATTRACTIVE LIVING SUITES ABOVE at 414 MADISON AVENUE.



Only Legal Lights to Shine Here

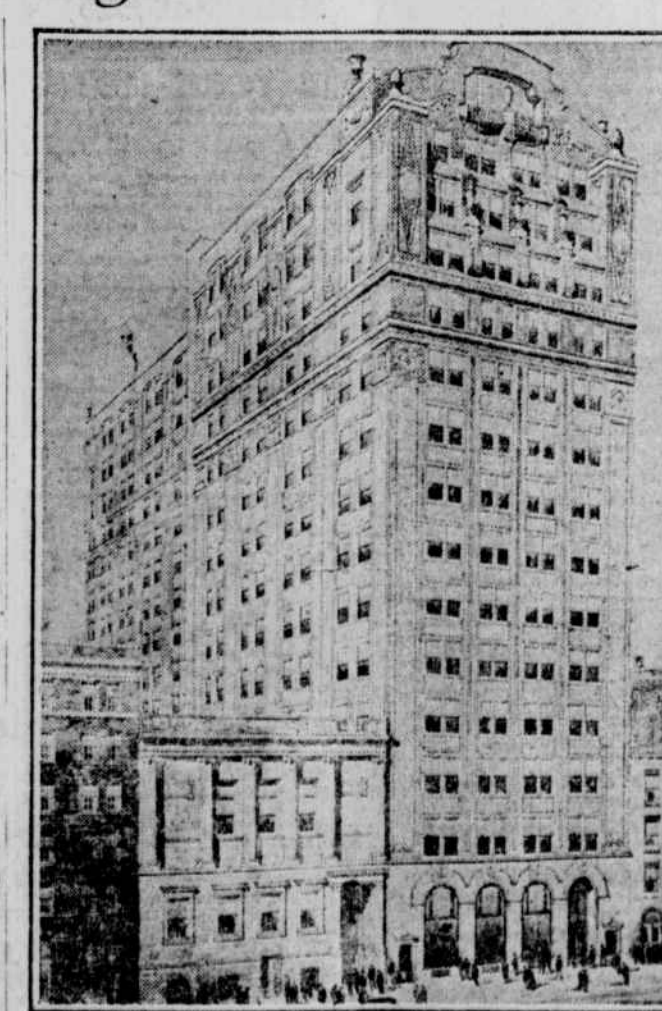
New York, the city of marvels and big enterprises, will soon be able to present to visitors and its own inhabitants as well another novelty in the form of a modern office building, planned and put up exclusively for lawyers.

The Association of the Bar of the City of New York having found its present quarters at 42 West Forty-fourth street inadequate, has decided upon extensions to relieve the congestion of its ever increasing membership. To meet the emergency it has decided to improve the property owned by the association, which adjoins it on the east and extends through from Forty-third to Forty-fourth street. The area contains something more than 11,000 square feet, with a frontage on Forty-third street of 67.8 feet and a frontage on Forty-fourth street of 44.4 feet.

This property was recently transferred to a subsidiary corporation, known as the Forty-two West Forty-fourth Street Corporation, in order to facilitate the scheme of improvement. Negotiations have just been completed with the Bar Building, Inc., a newly organized company, headed by Frederick C. Fanner, attorney at law, recently chairman of the Republican State Committee of New York, and H. Craig Severance, architect, senior member of the firm of Severance & Van Alen. This corporation has taken over the holdings of the Forty-two West Forty-fourth Street Corporation on a twenty-one year lease.

Also the leases will at once begin the construction of a high class office building, fourteen stories in height, which will have direct connection with the present house of the association. A grand entrance will connect the entrances at Forty-third and Forty-fourth streets.

The Bar Association will occupy two entire floors (about 15,000 square feet) in the new building. These two floors will be joined to the House of the Bar by direct corridors. The balance of the office space has been offered to members of the New York bar.



NEW BAR BUILDING TO BE ERRECTED ON WEST 44th STREET, FIRST STRUCTURE IN NEW YORK CITY DESIGNED EXCLUSIVELY FOR LAWYERS

As there is a marked tendency on the part of lawyers to remove to the Grand Central section and considerable agitation for an office building devoted to the exclusive use of attorneys there is no question but that the Bar Building will be a welcome innovation.

1921 WAS BEST YEAR FOR L. I. BUILDERS

Saw More Construction Than in 1912; Railroad Figures Show Great Growth.

"With the close of 1921 Long Island will have passed through the greatest year of building construction activity in its history," stated Donald Wilson, general freight agent of the Long Island Railroad, who addressed the members of the Knot Handlers Club, at their recent dinner in the Garden City Hotel.

"It has been conservatively estimated," said Mr. Wilson, "that there have been erected on Long Island this year approximately 11,000 buildings of all kinds; this figure does not include the intensive building operations in Long Island City and the old city of Brooklyn. The new high mark exceeds the record made in 1912 by more than 1,400 buildings. Last year 9,358 structures were put up on Long Island."

Speaking of the part the Long Island Railroad system played in handling the different materials required for the erection of these 11,000 buildings, Mr. Wilson said: "From April 1, 1921, to November 1, 1921, the railroad handled 22,299 tons of lumber, an increase of 26,094 tons, as compared with the same period of 1920; it hauled 176,647 tons of cement, an increase of 68,365 tons; 11,483 tons of brick, an increase of 52,130 tons; 45,871 tons of lime and plaster, an increase of 7,551 tons.

STORES in the EQUITABLE TRUST BUILDING WHICH REPLACED the TIFFANY STORES

Happy New Year!

To its many good friends in the real estate business THE NEW YORK HERALD extends the greetings of the season. It does so not by way of formal felicitations but with the sincere conviction that the activity of the market in 1922 will bring happiness and prosperity in its wake.

Why this optimism? Because the experts in your own business, the men who make and sustain the market, have predicted great things for the coming year in the articles they have written for THE NEW YORK HERALD'S annual real estate review, which will be published next Sunday. There are other reasons why you should not miss this annual number. Here are two of them:

A debate on the question, "Has the Tax Exemption Ordinance Stimulated Building and Should It Be Continued?" Two authorities in the house building field will clash on this point.

A reprint of ten of the finest gems from the pen of the Odd Paragrapher published during the year. This feature was suggested by Edward P. Doyle, head of the Bureau of Information and Research of the Real Estate Board of New York, who finds the Odd Paragrapher's column one of the most interesting and constructive departments of THE NEW YORK HERALD'S Sunday real estate supplement.

Latest Reports From City and Suburban Markets

Ryan & Co. sold for Emily Beerman to Peter Fay, a Washington Heights restaurant, the six story apartment house at 2122 Amsterdam avenue, 30x100, containing sixteen suites and two stores.

G. Tuot & Co. sold for Bochechio Brothers to a client for investment the seven story tenement, with stores, at 372 East 101st street.

Irving Bachrach sold 355 East Seventy-sixth street, a four story tenement, with stores, 25x102.2, to Domenico Arcuri. He also sold 229 East Forty-fifth street, a five story tenement with stores, 25x100.

Duroso Company and Harvey P. Vaughn sold a five story tenement, 25x100, at 55 Thompson street, to Angelina Mariano.

The 501 West 133d Street Corporation (S. Gerber, B. R. Stein and H. Vogel) has been formed to take over the six story apartment house, 25x100, at the northwest corner of Amsterdam avenue and 133d street. It is represented by Morrison & Schiff, attorneys.

Maud Van B. Holmes sold to Tillie Tettebaum a five story building, 18x70, at 122 West Twentieth street.

Milton Court, a five story flat, with stores, 25x110, at the northwest corner of Seventh avenue and 148th street, has been sold by Albert P. Bragman to Louis Klein and Harry Bernstein.

Baruch Hornik sold two five story store tenements, each 16.8x37.6, at 215-215 1/2 East Seventh street.

Anna A. Schaeffer sold to Louis Lahn a five story tenement, 15.5x102.2, at 517 East Eighty-fourth street.

Frederick Flaccus sold to Mollie and Abraham Herzfeld two five story store tenements, each 21.3x70, at 102-104 West avenue, north of 81st street.

Herzig-Ernest Realty Company sold to Herman Schwartz three five story store tenements, 100x50.6x irregular, at 1724-1728 Madison avenue, south of 114th street.

Bermaz Realty Company sold to Ephraim and Louis Simon a five story store flat, 25x84, at 3379 Eighth avenue, north of 125th street.

Simon Karp sold to Jacob Klein and Louis Glickman a four story store tenement, 11x70, at 832 Second avenue.

Anonetta H. Knapp sold to Mos Ter-gow a six story store tenement, 25.4x101.6x irregular, at 44 Gouverneur street.

The Hermitage Company sold to Antoinette D. Vermeulen a four story store tenement, 25x86, at 1870 Third avenue, north of 103d street.

Bridget O'Neill sold to Edward Fast two three story tenements and a one story stable, 30x62x irregular, at 243-245 West Street avenue, for \$21,500.

Trade Slips Incognito Into Residential Zones

By EDWARD M. GARRETT.

The zoning maps show residence districts in which can be built only residences, clubs, churches, schools, hospitals, etc. In these districts since July 25, 1916, a business building cannot be built, a dwelling cannot be altered into a business building, nor can a business use be started in a dwelling.

The question often arises whether home callings, like a doctor's or dentist's office, will be prevented in a residence district? Can a music teacher put up a small sign? Can an architect carry on his business at home? Can a sculptor or artist make and sell his works from his home in a residence district? What is the proper line between a home calling which will be allowed and a business that will be prevented?

This respect and is designed to prevent business in which men and women who customarily do their work at home as an incident. This leniency of the law is often taken advantage of by business men who try to sell as close to the wind as possible by establishing a business in a residence district. Signs will often tell the story as to whether the business is an incident or not.

Alterations by putting in store windows will often tell the story. The same rule can, however, be applied to all cases and that is whether the business is merely an incident to a dwelling use or whether the dwelling use is an incident to a business.

The zoning resolution delegates the enforcement of the law in this respect to the Fire Department. This is not because the nonconforming uses are related to fire hazard, but because it seemed better to have a single department, like the Fire Department, prevent these improper uses than to have five different building departments in the different boroughs cover this field. The Fire Department is active in preventing these nonconforming uses. Citizens should not complain if the Fire Department depends to a large extent on interested citizens bringing cases of violation to its attention. The Fire Department properly requires affidavits informing it when the nonconforming use was begun because nonconforming uses which were carried on before July 25, 1916, when the zoning law went into operation, can properly be continued. The Fire Department notifies the proprietor of the nonconforming use to quit, and if he does not quit it has him summoned before the magistrate's court. This court can fine or imprison.